

CONTACT

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EDUCATION

UNIVERSITY OF MISSISSIPPI

Meek School of Journalism
and New Media

Bachelor of Arts in Journalism

Broadcast Journalism Emphasis

Public Relations Specialization

Italian Minor

Graduating May 2017

ACCADEMIA ITALIANA SALERNO

Intensive Italian Course

Intermediate Level

May 2016 - June 2016

SKILLS

Branding & Identity
Graphic & Web Design
Relationship Development
Strategic Planning
Campaign Development
Social Media Marketing
Copy Writing
Project Management
Microsoft Office Suite
Adobe Photoshop
Adobe Illustrator
Adobe Lightroom
Adobe After Effects
Adobe Audition
Adobe InDesign
Adobe Premiere
WordPress.org
Google Analytics
HTML5 & CSS3 Coding
Video Shooting & Editing

Danielle Randall

I am a poised young professional who has a fierce focus on pursuing a career in brand marketing. My network has told me that I have a natural ability to connect and understand others points of views. This ability allows me to recognize unique opportunities associated with brand marketing including but not limited to how consumers view a particular product and lifestyle.

EXPERIENCE

Account Executive // Ole Miss Student Media Center

August 2015 - Current

Serve as a sales associate on behalf of University of Mississippi on campus newspaper, The Daily Mississippian.

- Build strong rapport and relationships with potential clients including: boutiques, non-profits and dining services.
- Consult with clients to determine business goals and objectives.
- Personally achieved over \$50,000 in net sales.

Leasing Agent // The Connection at Oxford

January 2016 - Current

Effectively communicate, problem solve, and act decisively in a fast paced environment while maintaining a team player attitude.

- Assist in maintaining strong relationships with existing residents and working to solve resident issues.
- Responsible for maintaining potential residents guest cards, applications, and leases.

Freelance Writer and Blogger // Invitation Magazine

January 2016 - May 2016

Invitation Magazine is a print and digital magazine which covers lifestyle related events and happenings in Oxford, Mississippi.

- Worked closely with the Creative Director to brainstorm new initiatives in order to increase brand awareness
- Wrote an array of articles topics included: entertainment, hospitality and fashion related trends etc.
- Daily tasks included: conducting interviews, editing content, photography etc.

PR Intern // The University of Mississippi Communications

September 2015 - December 2015

Assisted the communications team by writing press releases, creating presentations for digital marketing strategies, and shooting and editing promotional videos.

- Gathered and presented media analytics from the university social media and blog websites.
- Researched, developed, and published content for the university's news blog.
- Promoted events and boosted participation by publishing information to all social media outlets.

Brand Marketing Intern // Lifework Systems

May 2015 - August 2015

Helped with the company's rebranding initiatives by assisting in the creation of a new slogan, a strategic communications and marketing plan, and public relations campaign.

- Interacted with company's executives in creating and implementing marketing strategies.
- Developed effective approaches to achieving business goals.
- Created marketing podcasts and scripts to help build the company's exposure.